

DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



DALLAS

from A to Z

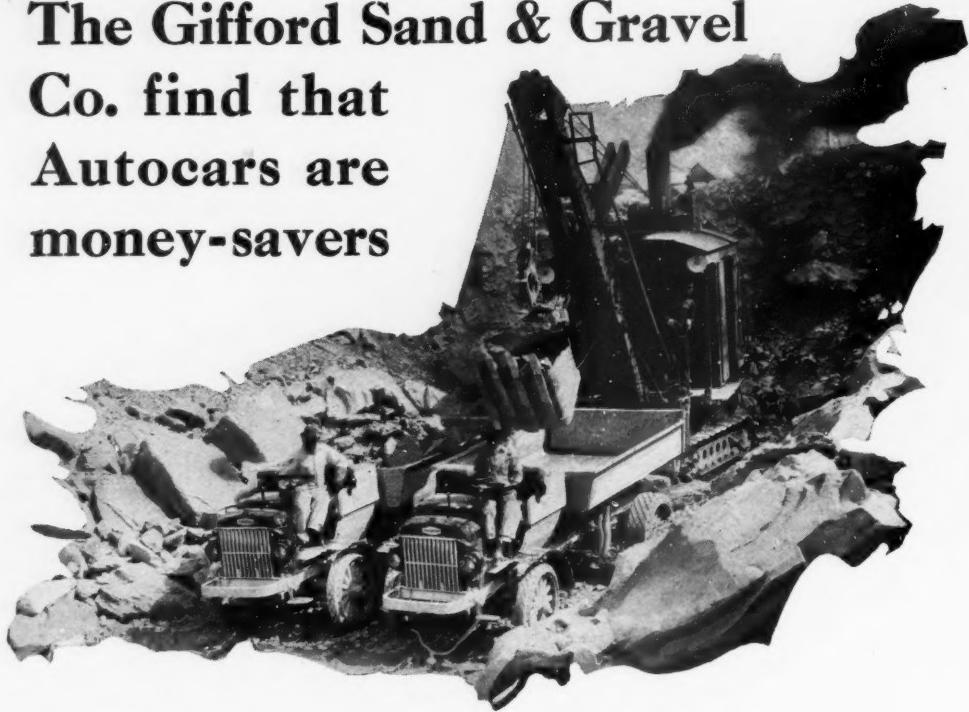


Norman M. Collier

"DALLAS, WHERE MEN ARE LOOKING FORWARD"

Cover of New Booklet Which Will Tell the World About Dallas

The Gifford Sand & Gravel Co. find that Autocars are money-savers



The Gifford Sand & Gravel Co., of Dallas, Texas, find their Autocars money-savers from a gas, oil and maintenance standpoint. They say:

"We want to tell you of the wonderful success we are having with our 4-cylinder 3-ton Autocar trucks in handling concrete aggregate in the city of Dallas and elsewhere. Particularly on the work for the Fuller Construction Company who are widening the Dallas-Fort Worth Pike from Dallas County line to the city limits of Fort Worth.

"A three-foot concrete slab, which is raised about eight inches above the surface of the old highway, is being poured on each side of the road. When this slab is in place, it is necessary for trucks to work in between the two slabs, and to our knowledge there is no other large truck that will permit the turning of trucks between the slabs except the Autocar truck.

"Our Autocars have seen hard service and stood up well under it, and when we need additional trucks we expect to purchase Autocars."

Autocar Sales and Service Company of Texas

2701 Main Street, Dallas

Robert R. Harper, Manager

Telephone Y-1529

Direct Factory Branch of The Autocar Company, Ardmore, Pa., Established 1897
Branches in 51 Cities

Autocar

gas and electric trucks

EITHER OR BOTH - AS YOUR WORK REQUIRES

What Lies Beyond the Net Paid?

Most desired of all our patrons are those who have the patience to seek out what lies beyond the distribution totals.

They know that if The News had the least circulation instead of the most circulation in its field it would still be an outstanding medium.

They see the qualities that give The News an added modicum of advertising resultfulness *per reader*:

*Superior man-power and brain-power
Judicious censorship
Trail-blazing community leadership
Faith-breeding conservatism*

Do these count as allies of your advertising?

The Dallas Morning News
Texas' Oldest Business Institution



We Can Make Your Home
Eleven Degrees Cooler

¶ They say it's ten degrees cooler in Highland Park--well--it doesn't make any difference to us where you live--we can make your home eleven degrees cooler.

¶ "Dallas" Awnings will greatly add to the comfort and increase the value of your home.

¶ We have been reducing "home temperature" in Dallas for the past twenty years.

Dallas Tent & Awning Company

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Klearflax Carpets of Linen

"THE OFFICE OUTFITTERS"

Manufacturing Stationers

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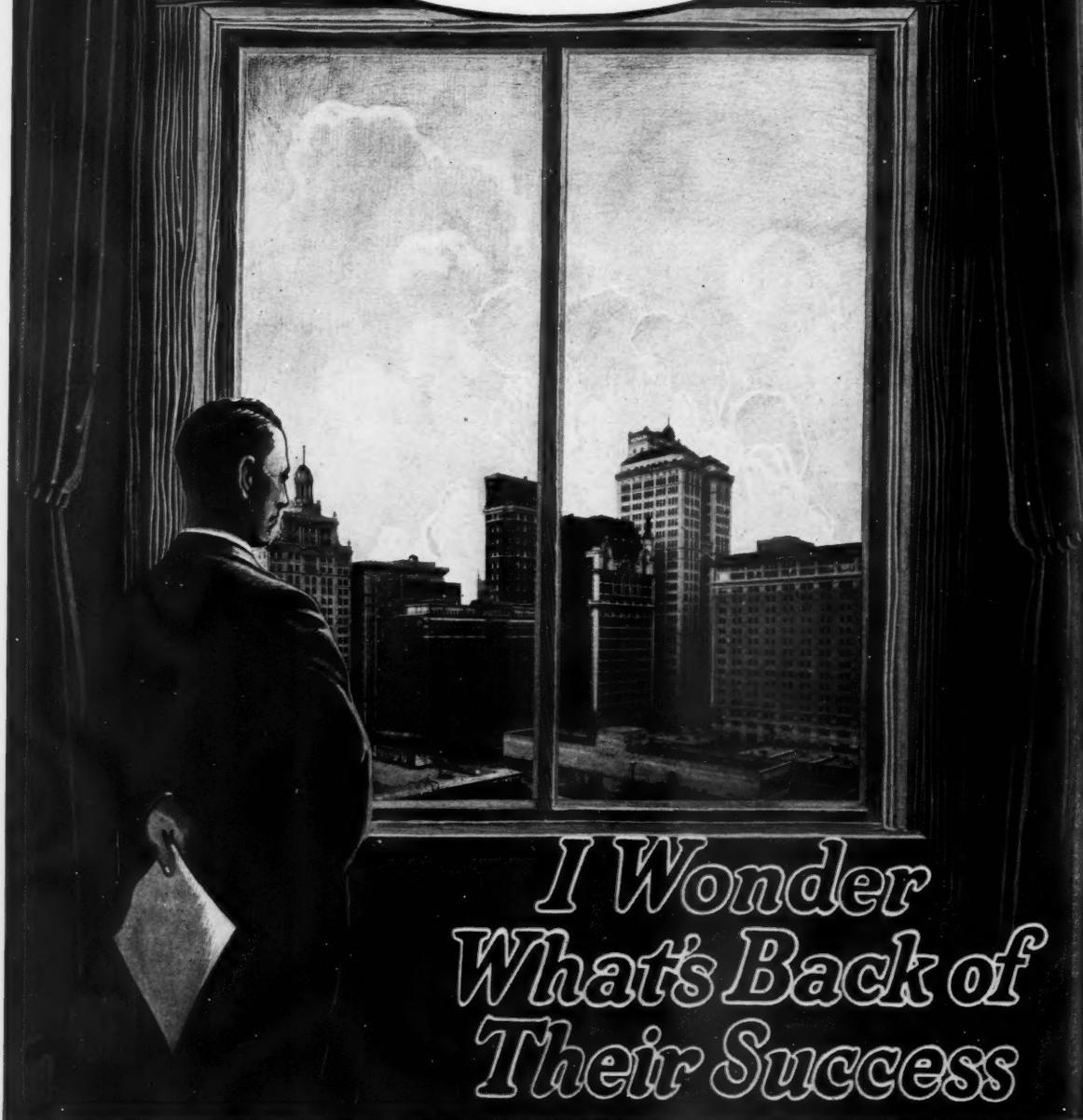
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THE success of your business neighbor lies in the mastery of detail. You've as good ideas as the next man for the development of your business. ¶ You see business start, develop to a certain point, then lag, falter and perhaps go down. What is the cause? *Drag of Detail.* ¶ Detail will always be a good part of business, and the secret of success is to be free to progress, to have the big things under control and clearly seen. ¶ Systematize it. That is what today's big men learn and practice. ¶ Our organization is in position to help you—to advise you of the latest methods of handling the detail of your business. ¶ Call upon us. It costs nothing to get this information.

STEWART OFFICE SUPPLY CO.
1810 MAIN STREET
DALLAS, TEXAS
COMMERCIAL STATIONERS



*I Wonder
What's Back of
Their Success*



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 5

April, 1926

No. 4

That the World May Know

New A to Z will carry the message of Dallas from the Argentine to Zanzibar



EWCOMERS frequently express amazement at the metropolitan appearance of Dallas. Guided by the fact that the 1920 Government Census gave Dallas the rank of 42nd city in size in the United States they use this as a basis to form their preconceived ideas of what awaits them. Population is not a safe index by which to measure Dallas. Offsetting population is this city's rank as a commercial and financial center. Dallas ranks 19th in bank clearings, 23rd in postal receipts, 15th as a general jobbing market, and only four cities in the country surpass it in the distribution of dry goods. If to the annual wholesale and manufacturing business, approximately one billion dollars, is added the export and retail trade the total business turnover will reach almost a billion and a half dollars.

What is the cause of this? In the center of a vast and prosperous agricultural territory, surrounded by mineral resources of incalculable value, Dallas is the focal point of the wealth of the Southwest. But more important is another factor—the spirit of service and co-operation which embues the Southwest and inspires Dallas.

The Dallas Spirit is no catch-phrase—no slogan for mere publicity. It is as real as the roar of the commerce-laden traffic which flows unceasingly through its busy thoroughfares. The city was founded by pioneers and their aggressive spirit has been indelibly stamped on the character of Dallas.

The Southwest

OCCUPYING fourteen per cent of the area of the United States the Southwest has but 9% of the population. Yet this section produces each year more than five billion dollars worth of new wealth. It is made up of the States of Arkansas, Louisiana, Oklahoma and Texas. 99½% of the sulphur of the United States comes from this territory as well as 60% of the cotton; more than 50% of the petroleum and mohair; 18% of the timber and 17% of the farm crops. It has been estimated that the re-

sources of the Southwest have only leading distribution center for cotton products, disposing of more than one-third of the Texas crop. Practically one-half the cotton crop of the United States is produced within twelve-hours train ride of Dallas, while more than half the Texas crop is grown within five-hours train ride of the city.

Agriculture

THE farm products of Dallas County have an annual value ranging between fifteen and twenty million dollars. Cotton is the most important crop followed by dairy and poultry products. A considerable acreage is planted to oats, hay, silage, truck, fruit, wheat and barley.

Aviation

WITHIN a twenty minute ride of the business section lies Love Field, a 117-acre, Class A landing field. Sodded and tile drained, with eleven modern hangars, complete repairing and refueling facilities, it is one of the best municipally-owned fields in the South. It is the terminus for the Chicago-Dallas air mail route and the site of an aeroplane factory and six aerial transportation companies, making Dallas one of the leading aviation centers in the country.

Churches

THE completion of a \$2,500,000 church building program has added some exceptionally fine church edifices to a city already famed for its fine churches. A recent survey showed that there were 301 churches in Dallas County with a total membership of 117,034.

Climatic Conditions

ACONSTANT movement of air, caused by breezes from the Gulf of Mexico, combined with low humidity, make the climate as a whole dry, pleasant and invigorating. The following table gives the average weather statistics for the last twelve years:

Temperature, degrees	65.8
Wind velocity, miles	8.8
Rainfall, inches	35.9
Humidity, per cent, 12 noon	51%
Days between killing frosts	245
Altitude, feet	510

Cotton Market

THE cotton firms of Dallas handle approximately two billion bales annually and have won for the city the title of the largest inland cotton market in the world. This is also the

leading distribution center for cotton products, disposing of more than one-third of the Texas crop. Practically one-half the cotton crop of the United States is produced within twelve-hours train ride of Dallas, while more than half the Texas crop is grown within five-hours train ride of the city.

Dallas County

DALLAS County, situated on the Trinity River in North Central Texas, has an area of 900 square miles, all but about 10% being in cultivation. It lies in the famous black land belt, although there is considerable sandy loam in the southeastern section. Good well water is found at a depth of 35 to 40 feet and artesian water at 700 to 3,000 feet.

Educational Facilities

AN exceptionally high educational standard is maintained by the Dallas public school system. The 1925 scholastic census showed a total of 42,016 students and approximately 1,100 teachers. The school system comprises 6 high, 45 elementary and 77 private schools, a notable feature being the public night schools which offer training in business and in the trades and professions. The enrollment at Southern Methodist University, a leading Southern educational institution, is approaching three thousand. Dallas University, a prominent Catholic school for men and boys, and the schools of medicine, pharmacy, nursing and dentistry of Baylor University, are also located in Dallas.

Exporting

ONE hundred and forty-nine Dallas firms did a foreign business valued at \$219,958,779 in 1924, cotton accounting for \$217,301,215.

Financial Data

DALLAS is the financial center of the Southwest; the home of the Federal Reserve Bank (Eleventh District) and sixteen National and State banks with a total capitalization of \$15,700,000. In point of invested capital the largest bank in the South is in Dallas. In 1925 Dallas ranked 19th in bank clearings among American cities.

Fuel and Power

THE oil, gas and coal fields of four States are conveniently accessible to Dallas. There is an ample supply of fuel, an uninterrupted flow of electric power and natural gas. Costs are reasonable. Rates and full particulars will be furnished to interested inquirers.

Foreign Corporations

MORE national concerns maintain branches in Dallas than in all other Texas cities combined—the strongest proof of the strategical importance of this city. The list of these corporations reads like a "Who's Who In Business."

History

IN 1841 John Neely Bryan built a log hut on the banks of the Trinity River and with a few companions who joined him later formed the nucleus of a tiny village known as Peter's Colony. In 1845 the name was changed to Dallas, in honor of George Mifflin Dallas, Vice President under Polk. In 1871 Dallas, having grown to be a thriving town of 5,000, was incorporated as a city. From that day

until this Dallas has steadily forged to the front rank of commercial cities and for the last ten years has been the undisputed mercantile and financial center of the Southwest.

Health

AN efficient City Health Department, working closely with the U. S. Public Health Service, guards every recognized channel of infection. Dallas is a healthy city, due in a large measure to efficient sanitary measures and favorable climatic conditions.

Hotels

WITH 130 hotels, representing an investment of \$30,000,000, it is doubtful if any American city of similar size, save resort centers, can equal Dallas in hotel facilities. Dallas hotels have a total guest capacity of nearly 20,000. This city is popular as a convention center, entertaining annually from 75,000 to 90,000 convention guests.

Housing

THE city is noted for its many beautiful residential districts. There were 36,574 homes within the incorporated limits in 1920, 61% be-

ing rented. By the end of 1925 there were 48,000 homes in Greater Dallas, only 52% being rented. During the last two years many apartments have been built, 195 apartment permits having been granted in 1925.

Highways

ADIATING in every direction are splendid roads. All the main pikes in Dallas County are paved while connecting roads are graveled. Dallas is located on the following transcontinental highways: Bankhead, Meridian, King of Trails, Dallas-Canadian-Denver and the Dixie Overland.

Insurance

MONG other titles Dallas possesses that of the seventh most important insurance center in the Nation. There are 7 life insurance companies, 6 fire, 2 casualty and 2 accident and health insurance firms maintaining home offices in Dallas, and, in addition, there are 166 agencies operating in the city.

Labor

DALLAS is an Open Shop city. A plentiful supply of both skilled and unskilled labor may be found.

There is no industrial discontent, climatic and living conditions are satisfactory, and labor efficiency is at a high standard.

Music and Art

ALTHOUGH built by commerce, Dallas has not forgotten the arts which make for community culture. The foremost musical attractions receive hearty patronage and the advantages of Dallas for the study of music and other fine arts, are unexcelled in this section.

Manufacturing

THE Government Census places Dallas as the leading manufacturing city of Texas. The 709 factories within a six-mile radius of the business district produced goods valued at \$161,120,725 in 1925—an increase of more than 900% in twenty years. Realizing that the next great stage in the development of Dallas and the Southwest will be manufacturing, the Manufacturers' Division of the Chamber of Commerce is very active in furthering the interests of local establishments. There is now organizing a finance company to provide capital for the expansion of manufacturing enterprises.

The production of Dallas factories is diversified. The city leads the world in the manufacture of saddlery, harness and leather goods and makes nearly one-half the cotton gins of the world. Other important products are: automobile accessories, awnings and tents, bagging, candy, clothing, ce-



The Heart of the Wholesale District—Dallas.



*11th District
Federal Reserve
Bank
Dallas.*



One of Six Dallas High Schools



*Union Terminal Station
Dallas*



*Two of the Seven Hundred and
Nine Factories in Dallas*



ment, cotton seed products, flour and mixed feed, iron and steel products, oil field supplies, printing and publishing, packing house products, petroleum products, textiles and store fixtures.

Municipal Government

THE commission form of government has given Dallas efficient and economical service since its inauguration twenty-one years ago. Under this system there are a mayor and four commissioners—finance, water and sewerage, street, police and fire. Dallas has one of the most efficient fire departments in the country and the police department is well organized. With more than 260 miles of paved streets Dallas leads all Texas cities. The modern Imhoff disposal system is used for the sewerage.

Medical Center

THE medical mecca of Texas, Dallas treated in its splendid hospitals 25,716 bed patients and 30,778 clinical cases in 1925. The high rank of the medical profession of this city combined with its hospital facilities have spread the fame of Dallas as a medical center to all parts of the country. A very large percentage of the patients treated last year came from other cities and towns.

Newspapers and Publications

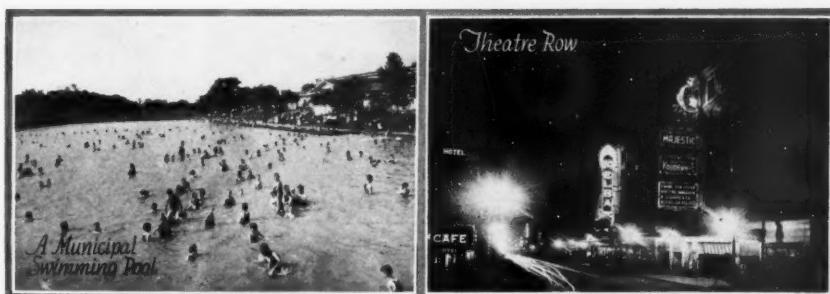
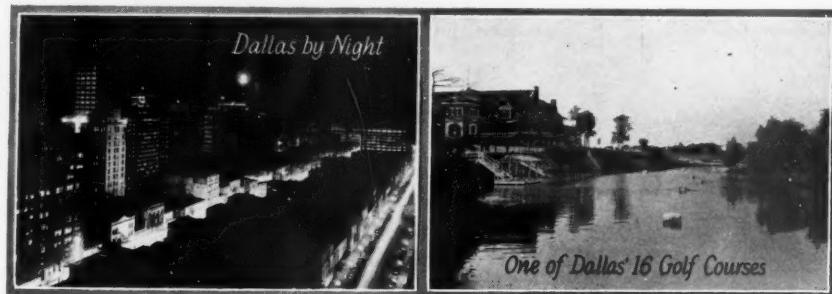
SEVENTY-TWO newspapers, magazines and periodicals are published in Dallas, giving it the first rank in printing and publishing in the South. The City has four daily papers: The Dallas Morning News, The Dallas Times-Herald, The Dallas Journal and the Dallas Dispatch.

Oil Center

MORE than half the oil of the United States is produced within easy overnight travel of Dallas, which is the Southwestern headquarters for many of the largest oil companies. In addition to five petroleum refineries Dallas has several large firms manufacturing and distributing oil field machinery and supplies.

Parks and Recreation

FIFTY parks located throughout the city place every section within walking distance of golf, tennis, baseball and football. During the summer evenings moving pictures are shown in many of the parks. Playground apparatus and wading and swimming pools are a lure to the youngsters. Good fishing and hunting can be enjoyed near the city and there are many fine private club lakes. Zoology is well represented at the City Zoo, one of the largest in the country for a city the size of Dallas. Dallas is a member of the Texas League, Class



A baseball. Thirty-nine theaters offer the latest in motion pictures, vaudeville and the legitimate drama.

Population

THE 1920 Federal Census gave Dallas a population of 158,976, distributed as follows: 84.8% white, 15.1% negro; 94.5% native born, 5.5% foreign born. Population by years (Federal Census): 1880, 10,358; 1890, 38,067; 1900, 42,638. Population for 1910, 1920, 1925 can be found on the last page of the booklet.

Retail Business

DALLAS is the ranking retail center of the Southwest. Its 3,612 retail establishments sold \$253,208,403.62 worth of merchandise in 1925. In the same year the payroll was \$29,066,574.57 distributed among 29,224 employees.

Taxation

CITY: \$2.43 per \$100 valuation. (Basis for assessment 50% on personal property, 36% on real estate and improvements.) State tax rate, 75 cents; County, 86 cents (Assessment basis 33½%).

State Fair of Texas

SINCE 1886 the State Fair of Texas—one of the greatest agencies in the development of the entire Southwest—has been held in Dallas. It draws an annual attendance approximating the million mark. Nearly \$3,000,000 has been invested in the grounds and buildings at Fair Park.

Trade Territory

A COMPLETE statistical description of the Dallas trade territory—the Southwest—will be furnished on request.

Transportation and Communication

SERVING Dallas are the following nine trunk steam lines: Chicago, Rock Island & Gulf; Fort Worth & Denver City; Gulf, Colorado & Santa Fe; Houston & Texas Central; Missouri-Kansas-Texas; St. Louis, San Francisco & Texas; St. Louis Southwestern; Texas & New Orleans; Texas & Pacific. General offices of the Texas & Pacific and Texas headquarters for the M.-K.-T. are located here. These lines operate 189 package cars, 100 passenger trains and 235 express and mail cars daily, giving



Dallas a marked advantage as a distribution center.

Six electric lines, which make Dallas the leading interurban center of the Southwest, run 258 passenger trains and 18 freight trains daily.

All passenger trains use the \$6,000,-000 Union Station while electric trains enter and leave the \$1,000,000 Interurban Terminal. The city has splendid freight terminals, nearly ten million having been expended by the steam railroads for this purpose.

Southwestern headquarters for the American Railway express are located at Dallas, the city ranking first among all the cities of the Nation in per capita express business, and 14th in total amount of business.

The freight, express and parcel post business handled over steam and electric lines in and out of Dallas amounts to almost eight billion pounds annually.

Headquarters for the telegraph and telephone systems of the Southwest are located here. Dallas has the third largest telegraph office in the Nation, more miles of direct service lines than any other Southwestern city and the largest telephone toll office south of Chicago.

Water Supply

THE water supply is municipally owned and is obtained from two sources—artesian and surface. Artesian wells have been in use for 35 years and the supply is unfailing. Seven reservoirs, with a combined capacity of 70,608,000,000 gallons of water, provide this city with sufficient water for the needs of a million people. Lake Dallas, a reservoir covering 10,444 acres, with a shore



line of 65 miles, is nearing completion. The water rate is from 27 cents to 36 cents net per thousand gallons.

Warehouses

MODERN, fireproof warehouses provide one and a half million square feet of warehouse space. The largest terminal warehouse in the United States, outside of New York City, is located here.

Wholesale and Jobbing

DALLAS ranks 15th as a general jobbing market, although first in the distribution of saddlery, harness

Candy	\$ 2,825,000
Cigars and tobacco	4,500,000
Cotton seed products	86,850,000
Cakes, crackers and bread	5,550,000
Contractors' equipment	5,000,000
Dry goods, millinery, clothing, etc.	128,500,000
Drugs and sundries	7,800,000
Electrical goods and supplies	12,550,000
Elevators	3,500,000
Furniture	7,500,000
Farm implements and machinery	46,000,000
Food products, wholesale groceries, etc.	54,950,000
Flour, grain and feed	18,400,000
Hardware, heavy machinery, oil field supplies	18,000,000
Jewelry and optical supplies	5,000,000
Lumber	46,000,000
Moving picture films and accessories	18,000,000
Musical goods and supplies	12,500,000
Miscellaneous	9,500,000
Office supplies, books and stationery	6,500,000
Print paper, stationery, etc.	3,400,000
Produce, wholesale	8,500,000
Paper bags, wrapping paper, roofing paper	5,525,000
Presses, type and printing material	1,000,000
Packing house products	26,500,000
Plumbing supplies	5,000,000
Paint, glass and wall paper	13,000,000
Ready prints, plates and engraving	275,000
Saddlery, harness and shoe findings	12,500,000
Sporting goods	5,200,000
Sheet metal products	4,000,000
Sand, gravel and crushed rock	3,750,000



Fair Park Auditorium



Administration Bldg - Southern Methodist University

and cottonseed products; third in farm implements and fifth in dry goods. The jobbing business of this city is the foundation on which it has been built. Five hundred wholesale houses and nearly five thousand traveling salesmen serve the mercantile needs of the Southwest. In 1925 the wholesale business reached a total of \$800,000,000, distributed as follows:

Automobile and related lines No. 1	\$255,000,000
Brick, interlocking tile and terra cotta	4,300,000
Bagging and ties	2,825,000
Barbers' supplies and photographic supplies	1,000,000

Structural steel, reinforcing and window sash 3,250,000
TOTAL \$800,000,000

Note—Automobiles and related lines include: accessories, parts, tires, oil, gasoline and grease. Every care has been exercised to prevent duplication. As an example: cigars and tobacco are carried at \$4,500,000. This is for exclusive tobacco dealers. Wholesale drug and grocery houses also handle large amounts of these lines.

NOTICE

Members wishing to secure quantities of the booklet "Dallas From A to Z," with their name printed on the back cover, should get in touch with the Publicity Department of the Chamber of Commerce immediately. (X-5425).

In addition to the material carried in this article, the A to Z pamphlet carries a complete statistical description of the Southwestern Trade Territory; a chart showing the increase of wealth in Texas, and a statistical review of Dallas' progress for the first quarter of the Twentieth Century.



Scottish Rite Cathedral

When Lignite Moves by Wire

Completion of Trinidad Plant will Stimulate Industrial Development in Texas

By JOHN W. CARPENTER, Vice President and General Manager, Texas Power & Light Company

THE 100-mile radius around Dallas—The Magic Circle—will receive a tremendous addition to its power resources within the next few months, when the giant Trinidad steam-electric generating station on the banks of the Trinity River in Henderson County starts to deliver its energy into the factories and homes served from the transmission system of the Texas Power & Light Company. This plant, when it reaches its ultimate capacity, will be the largest generating station in the Southwest.

The Trinidad plant is located 65 miles southeast of Dallas, and a mile and a half from the small town of Trinidad. The building itself is practically completed and the installation of some of the machinery and the finishing touches are all that is lacking to start the huge turbines of the first unit, which will produce 54,000 horsepower. Three more units are to be installed as the demand increases, bringing the total capacity of the plant to 160,000 kilowatts, or 215,000 horsepower.

On a high spot, that was open country a little more than a year ago, overlooking the winding Trinity River, is located this mammoth power plant, its walls rising more than 100 feet above the ground and surmounted by two towering reinforced concrete stacks that reach 400 feet into the air. Already man has transfigured the entire countryside in providing for his creation. Newly paved roads, a beautiful lake, railroad tracks and neat groups of homes indicate that here is to be a lively community in the near future.

Ready if Dallas Needs It

WHILE the Texas Power & Light Company does not serve Dallas, its high-voltage transmission lines are connected to the lines of the Dallas Power & Light Company so that, in case of an emergency, Dallas citizens can draw upon this vast reserve power, and the wheels of industry will not be stopped should the plant of the Dallas Power & Light Company fail.

For the first time, vast deposits of lignite coal in Central Texas will be used on a large scale. This fuel, for years neglected as unsuitable for general use, has succumbed to inventive genius and methods that have been devised whereby the energy from this low-grade coal can be turned into the factories and homes of approximately 100,000 Texans in the form of electricity. Already blessed with an abundance of power

through a network of high-voltage lines that reach a large percentage of the towns within the 100-mile radius, the completion of the Trinidad plant means that these towns will have enough power available to be a deciding factor in the location of textile mills and other industries.

Harnessing Lignite

ALTHOUGH many attempts have been made to make commercial use of lignite, found in many sections of Central and East Texas, the fuel has never been used on a large scale. When lignite is freshly mined, it contains a high percentage of moisture, and deteriorates rapidly when exposed to the air. This characteristic was largely responsible for the slow development of methods for handling this great fuel resource of the State.

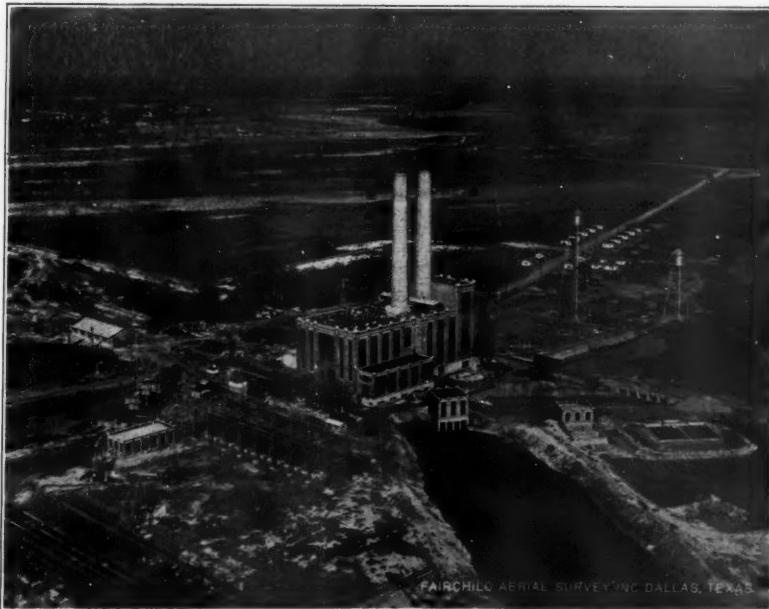
Within the last few years, engineers have found that by drying lignite and pulverizing it to the fineness of cement, this fuel can be fed into furnaces by blowers and will burn with a steady flame, much like oil or gas. It is this plan which is incorporated in the Trinidad generating station.

Within eight miles of the Trinidad plant there is a vast field of high-grade lignite, lying within a comparatively short distance from the surface of the ground. This lignite,

underlying approximately 6,000 acres, is estimated to be sufficient to keep the generating station in operation for at least thirty years. Dozens of carloads of the fuel will be shipped to the plant daily, where it will be dried and crushed before being stored in the huge bins.

Mining operations have already begun in preparation for the completion of the plant. A mammoth electric shovel, the largest of its kind made, is in operation near the town of Malakoff, in Henderson County. This shovel has a capacity of eight cubic yards at one bite, and will be used to strip off the layers of dirt and stone that cover the underlying veins of lignite. Smaller electric shovels will be used to excavate the lignite and load it on waiting coal cars. When the plant gets under way, 600 tons of lignite will be burned every day in the specially constructed boilers which will keep the turbines running day and night. Once started, the plant will run at capacity and not be stopped unless there is a breakdown. Power from the generators will be stepped up to 132,000 volts and sent to the Royse Switching Station near Royse City, and Sherman, where the current will be lowered to 60,000 volts and turned into the transmission lines that serve North and East Texas. Another high-voltage line from the

(Continued on page 17)



Copyright: Fairchild Aerial Surveys, Inc.

Trinidad steam electric generating station from the air. In the left foreground are the switching structures which will raise the voltage of the power output to 60,000 and 132,000 volts for transmission over hundreds of miles of high-voltage lines. On the right is the intake canal from the lake.

Don't Wait for George to Do It!

Texas Money for Texas Mills will make the Lone Star State a Textile Center

By E. H. BROWN, Assistant Manager, Industrial Department, Dallas Chamber of Commerce.



N PRESENTING this article to the readers of "Dallas," it is not put forward as something new. Rather it is a recapitulation of a situation which is more or less familiar to every Texan, and as an explanation of changed conditions which should serve to give added impetus to further a development which is already started.

Reams have been written upon the subject of Texas cotton mills—prospective cotton mills—and every one, the boy in school, the man on the street, the clerk in the office, if asked the question, "What will be the greatest manufacturing development in Texas?" will reply without hesitation: "Cotton manufacturing."

Yet, in spite of this general appreciation of this local Texas situation, there has not been the increase in cotton manufacturing that was anticipated not many years ago. Everyone seems to know that great opportunities exist in the cotton manufacturing field in Texas, to appreciate the advantage of having raw material close at hand, and to understand the unusually high type of labor available in Texas, but, for some reason, nothing much seems to have been done. When people are waiting to "let George do it," that thing is not likely to be accomplished.

"George" is undoubtedly a good

fellow in his way, but he is prone to procrastinate. And this explains in a great measure why there is not more cotton manufacturing in Texas. Yet

George Won't Do It

According to a study made by the Department of Labor and Industries of the Commonwealth of Massachusetts, 83.8 per cent of Southern spindles are owned or controlled by Southern capital.

The following table sums up the conclusions:

	No. of Spindles	Per cent of Total
Owned or controlled by Southern capital	13,940,185	83.8
Controlled by Northern capital	1,815,725	10.8
Owned by New England mills	574,890	3.4
Controlled by Western capital	333,343	2.0

the opportunities in this field are no less today than they were ten years ago, and in many respects conditions are even more favorable than they were in the past.

Doubling Our Cotton Mills

TRUE, during the past seven years there have been placed in operation in Texas a total of thirteen new mills, almost double the total number previously established since 1885. Texas is waking up since it is dis-

covering how undependable George is. But, the twenty-eight mills that are now successfully operating in Texas are but a very small fraction of the total number that should, and will, be operated in the not far distant future. In 1925 the total spindleage of all the Texas cotton mills combined was 241,158—and there are dozens of single mills in the East which have more than that—individual mills which are larger than our twenty-eight mills put together.

The comparatively small development in the textile industry in Texas may be attributed largely to the fact that after the cattle period Texas has been primarily an agricultural State. Manufacturing as a means of wealth and prosperity is just beginning to engage the serious attention of the people. The greatest increases in Texas manufacturing of all kinds have come within the past ten years, during the same period which showed a faster ratio in the textile field, although cotton manufacturing has not increased proportionately to many other types of industry. As more people become interested in manufacturing, it is certain that Texas will witness a rapid development in cotton manufacturing and, perhaps, woolen manufacturing as well.

Conditions Are Favorable

CERTAINLY there is no lack of favorable conditions in Texas for the manufacture of the many varieties of cotton cloth. Raw material, our vast fields of cotton, is usually quoted first by the cotton mill "booster," but it is only one of the numerous advantages to be obtained by manufacturing in Texas. Originally, the proximity of raw material, while a valuable asset, was by no means of such great importance as is usually ascribed to it. Twenty or twenty-five years ago, when the cotton mills began their exodus to the Southeast, a movement which has since assumed the proportions of a migration, Texas produced as much cotton proportionately as she does today. Nevertheless the New England mills did not come to Texas. Evidently, the easy accessibility of raw material was not the prime motive in the movement Southward.

The New England mills re-allocated in Georgia and the Carolinas for a more pressing reason—the availability of native white labor. Twenty or twenty-five years ago Texas did not have a plentiful supply of labor and the cotton mills located elsewhere. Those who can look back a generation will recall the cry of American manufacturers, "Give us plenty of cheap labor." The answer to this plea was the influx of a horde of cheap foreign labor that has since almost demoral-



Part of the Weaving Department of one of Dallas' Cotton Mills. These automatic looms are making denim which will be manufactured into overalls and work clothes for the farmers and workers of the Southwest.

ized the textile industries. Manufacturers learned, to their bitter cost, that certain types of foreign labor, regardless of the fact that it might be cheaper than American labor, in the long run was a highly expensive commodity. The New England mills moved to the South to escape the result of this flood of unsatisfactory foreign labor which they themselves originally had invited.

Plenty of Reasons

ANOTHER reason for the failure of the New England mills to take advantage of the great Texas cotton crop by the establishment of plants in this State may be found in the transportation facilities. Transportation is a vital influence in textile manufacturing, and no sane mill operator would consider locating his plant where it would be at a serious disadvantage from this standpoint. At the time of the beginning of the New England exodus, Texas was not supplied with the excellent rail facilities that is the case today.

Still another reason for the failure of the Northern mills to locate in Texas was lack of population. This had two effects, one already mentioned being a shortage of labor for the manning of the mills, and the other being a limited buying population for the finished products. Today, of course, we know that this situation is materially improved and the population of the State will rapidly increase as the many advantages of Texas become known to the people of the country at large. But the cotton mills, to be operated at a profit, must find existing conditions favorable. They cannot depend upon prospective future developments. Thus, the unsettled condition of the State was also partly responsible for the preference of the mill owners to the Southeast rather than the Southwest.

The Time is Ripening

BUT the time has come when we may safely predict a rapid rise in the volume of cotton cloth manufactured in Texas. This State, producing as it does over one-third of the cotton of the United States, with its manufacturing and labor conditions approaching the ideal, and with vastly improved transportation facilities, is the last outpost of the South for cotton manufacturing, one of the few Southern States which offers room for great developments in this field.

In addition to these factors, Texas itself is one of the most important States in the Union from the standpoint of consumption, and close at hand will be found the other States of the Southwest which aggregate about 15 per cent of the area of the entire Nation and form one of the most valuable markets. Is it not logical, then, to predict that the next great movement in cotton manufacturing will be toward Texas?

Yet it might be well to sound a note of warning. The manufacture of cotton goods should not be allowed to become a shibboleth to the exclusion of other types of manufacturing,

nor should it blind us to certain peculiar features of the textile industry. At the present time the spindles of the United States are capable of producing sufficient goods to take care of the demand and the unrestrained erection of mills might have the effect of bringing about an unbalanced production—always an expensive procedure. But, as the spindles of the older mills wear out, they should logically be replaced by the establishment of mills in the cotton growing sections, of which Texas is the greatest. It is this fact that leads to the conclusion that additional mills will be established gradually as they are needed and the efforts of Texans should be directed toward insuring that the replacements are made in this State.

It's In Dallas

DALLAS is especially favored with respect to prospective cotton manufacturing. Two mills of no mean importance are already established successfully in the city and these should be but the forerunners of many more. This city has peculiar advantages to offer which are inherent in Dallas alone, and it is the purpose of this article to outline these facilities in brief form.

While it has been stated that proximity of raw material, cotton, was not the motivating influence in bringing about the original establishment of cotton mills in the South, it cannot be truthfully stated that this factor is of little importance now that the mills have been established. Prior to the location of mills in the South, all Eastern mills competed with each other on an even footing and all were equidistant from the source of raw material. The location of mills in the

South, however, brought about a change. It added a new factor in the mill competition and gave an extra advantage to the Southern mill. Proximity of raw material can no longer be disregarded as it has become a real advantage in the great saving in freight rates it offers.

Dallas is not only located in the heart of the cotton growing section of Texas, but is itself the largest inland cotton market in the world. This means that the cotton mills establishing in Dallas are assured of lower costs on their raw material, as represented by freight charges, an adequate supply and quick deliveries.

Labor is Ready

FROM the standpoint of labor, Dallas is especially fortunate in that there is a plentiful supply of intelligent native white labor available. There has been no time when a manufacturer commencing operations in Dallas was faced with a shortage of labor. While it may be true that skilled workers in this particular field may not be available, it is equally a fact that the intelligent type of labor available learns the necessary operations in the textile industries with a quickness that is almost incredible to those manufacturers familiar only with the labor available in the North and East. As a practical example of this, reference is made to a mill recently established in Northeast Texas. The engineer who supervised the construction of the mill, and had charge of its initial production, stated:

"More than 2,000 applications for jobs were received. Due to efficiency of the workers and low starting expense it has been found possible to reduce the total capital required by \$100,000.00."

He went on further to say that

(Continued on page 19)



Part of the Spinning Department of one of Dallas' Cotton Mills. Thousands of spindles busily preparing yarn to feed the looms which weave it into cloth. Five hundred pounds of cloth is worth approximately five times as much as a bale of cotton.



"Powerhouse of the Famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

M. L. BOHAN, EDITOR
EARL Y. BATEMAN, ADV. MGR.

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ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

Quarter Adds Two Hundred and Forty-Six Members to Chamber of Commerce

SIXTY new names were added to the growing list of Chamber of Commerce members, making the total for the first quarter of this year 246. Last month three members of long standing increased their subscriptions. Two firms became subscribers to the budget fund and fifty-three took out individual memberships. A complete list follows:

NEW BUDGET SUBSCRIBERS

Ferris Brick Company, Mr. Paul Hundley, brick mfrs.; 1009 Praetorian Bldg.
Harry Kahn, plumbing; 517 S. Ervay St.

BUDGET INCREASES

Baker Hotel; Commerce and Akard Sts.
Munger Automobile Company; 2211 Commerce St.
Word, J. P., transfer and storage; 416 S. Lamar St.

NEW INDIVIDUAL MEMBERS

C. P. Adams, fish and oysters; 802 Main St.
American Machine & Brass Company, C. T. Neitzel; mechanical engineers and machinists; 2232 Live Oak St.

American Multigraph Sales Company, J. W. Andrews; Multigraph equipment; 1017 Santa Fe Building.

Rhodes S. Baker (Thompson, Knight, Baker & Harris), attorneys; 18th flr. Republic Bank Building.

Barrett's, E. B. Tipton; cleaning and dyeing—tailoring; 602 East Jefferson.

Baxter Lumber Company, J. H. Baxter; lumber—retail; 1201 Second Avenue.

Bethlehem Truck Co. of Dallas, J. W. Cain; motor trucks; 700 S. Ervay St.

Buchanan Investment & Loan Company, Floyd S. Nelson; real estate, loans and investments; 1209 Republic Bank Bldg.

Churchill-Humphrey Company, Dee E. Humphrey; general contractors and engineers; 207 Magnolia Bldg.

Cliff Hotel, Edgar Stevens; hotels; 204 E. Jefferson Avenue.

Colgate & Company, L. R. Puff; toilet preparations; 516 N. Pearl St.

F. E. Compton & Company, J. J. Collier; publishers; 412 Mercantile Bank Bldg.

W. N. Coombes, attorney; 415 North Texas Building.

R. B. Curry (Guarantees Life Insurance Co.), 708 Central Bank Bldg.

Dallas Body Company, O. M. Pike; commercial body repairs; 3009-11 Commerce St.

Dallas Theatrical Booking Agency, G. W. Lanning; Lyceum bureau; 1508 Elm St.

Dunton's Cafeteria, W. C. Dunton; cafeteria; 1505-7 Elm St.

Euclidean Medicine Company, J. R. Hughes; patent medicines and shoe polish; 124-26 E. Jefferson St.

Famous Players-Lasky Corporation, J. B. Dugger; film company; 300 S. Jefferson St.

Fowler & Company, Inc., A. E. Scheffler; automobile accessory mfrs.; 721-3 S. Harkell Avenue.

The Gorman Commission Company, Jesse J. Gorman, mgr.; brokers, wholesale general merchandise; 420 Commerce St.

I. L. Hacker, transfer and storage; 4314-16 Elm St.

Forest N. Hall (Dallas Wholesale Furniture Mart), furniture—wholesale, kitchen cabinets; 2625 Elm St.

Hare & Chase of Texas, Inc., J. Force Morgan; automobile finance; 1614 Republic Bank Building.

W. H. King, general contractor; 1408 Republic Bank Bldg.

King Scenic Company, W. B. King; scenic artists; 2009½ Jackson St.

F. C. Lancton & Company, Inc., F. C. Lancton; public accountants; 714 Praetorian Bldg.

Lees Bros., Moe Novich; ready-to-wear—wholesale; 1103 Commerce St.

R. G. Lewis Company, R. G. Lewis; ladies' and men's ready-to-wear; 1914 Elm St.

Link-Belt Company, E. G. Wendell; elevator equipment (elevating, conveying and power transmission machinery); 1005 Mercantile Bank Bldg.

Jno. B. McCraw, printers; 1001 Young St.
G. L. Miller & Company, Inc., Dinsmore W. Hurne; investments and mortgage loans; 801-2-3 Republic Bank Bldg.

Moore Grocery Company, groceries—retail; 4302 Lemmon Avenue.

T. H. Morrow Lumber Company, T. H. Morrow; lumber—retail; 839 Sunset Avenue.

National Cash Register Company, Allen McWhorter; cash registers; 1100 Commerce St.

Nichols Bros. Garage, H. H. Nichols; garage; 1320 Commerce St.

J. S. Nu Delman Company, J. S. Nu Delman; furniture broker; 316 N. Preston St.

Nu Grape Bottling Company, C. D. Panzate; bottling; 1719 N. Ervay St.

Oak Cliff Hudson-Essex Company, W. A. Schnabe; automobiles; 934 N. Lancaster.

Oak Cliff Ice Delivery Company, J. C. Thompson, Jr.; ice delivery; 1100 S. Beckley Avenue.

Pacific Avenue Garage, Ridgell Keller; garage; 1405 Pacific Avenue.

Pilsbury Flour Mills Company, Wm. K. St. Claire; flour mills, mfrs. cereal and feeds; 214-16 Mercantile Bank Bldg.

Reinhart-Lammers Brokerage Company, H. C. Lammers; brokers, merchandise; 604 Mercantile Bank Bldg.

The Southwestern Milling Company, C. H. Hitch; flour mills; 614 Thomas Bldg.

Star Bottling Company, W. S. Raef; bottling works; beverages; 3000 McKinney Ave.

Stone & Moore, L. B. Stone; refrigerators; 701 N. St. Paul St.

Stutz North Texas Company, Walter Cameron; automobiles; 1701 Ross Avenue.

Sunlight Bakeries, Paul H. Fuqua; bakery; 1918 Greenville Ave.

William Thompson, attorney; 18th flr. Republic Bank Bldg.

Tobolowsky Produce Company, Ben Tobolowsky; wholesale produce; 2512 Bryan St.

H. E. Trotter & Company, H. E. Trotter; grocer and butchers' fixtures; 1362 Zang's Blvd. Main Street.

Wetherbee Brothers, O. W. Wetherbee; automotive equipment, radios; 1801-3 Young Street.

Membership Meeting

How Dallas may become a greater automobile tourist center will be the topic of a "Greater Dallas" meeting on Tuesday, April 27, in the Junior Ballroom of the Adolphus Hotel. Harry N. Burhans, manager of the tourist and publicity bureau of the Denver Chamber of Commerce, will be the principal speaker.

The Kiwanis Club will combine forces with the Chamber of Commerce while the Dallas Automobile Club, the Automotive Trades Association, Independent Service Station Operators and other organizations will join in the meeting.

Dallas, which is now the largest automotive market in the South, is ideally situated for transcontinental travel. Already on six of the most important highways in the United States, the completion of the Mexico City-Laredo Highway will bring thousands of tourists through this city yearly.



It Looks Like Big Business...and It Is

DALLAS, so it is said, is built for Big Business. A city founded and developed by commerce. No little rhetoric—and even some poetry—has been employed to prove it. But both are needless. Let facts tell the story: 41 cities in the United States may claim a larger population than Dallas, of which

18 do a larger annual business, but only

6 do a greater business in proportion to their population, and NO city within the boundaries of this Nation—of comparative population—even approaches the business volume of Dallas.

Astounding? Yes—but there is more on tap. A month or so ago Bradstreet's published their annual statistical number. As their custom is, the bank clearings for all cities were listed. An analysis of these figures, indicators of the total business transacted at any given point, showed:

That Dallas is the FIFTH commercial center of the South and FIRST, it is almost needless to repeat, in the Southwest.

That of the 45 leading commercial centers, 34 have a larger population than Dallas, but only 18 do a greater volume of business.

Dallas has other reasons for satis-

faction than in the mere contemplation of its own success, for 15 Southern cities are members of this exclusive and very wealthy group. And of these fifteen, five are in the Southwest. Houston ranks 24th; Oklahoma City 28th, Little Rock 39th and Fort Worth 42nd.

Big Business is migrating to the cotton fields.

BANK CLEARINGS, 1925
(from Bradstreet's)

City	Rank 1925	Rank 1924	Clearings, 1925
*New York	1	1	\$283,619,245
*Chicago	2	2	35,391,600
*Philadelphia	3	3	29,079,000
*Boston	4	4	22,482,000
*San Francisco	5	5	9,479,464
*Pittsburgh	6	6	8,856,572
*Detroit	7	7	8,430,797
*Los Angeles	8	8	7,945,493
*St. Louis	9	9	7,626,577
*Kansas City	10	10	7,036,500
*Cleveland	11	11	5,996,668
*Baltimore	12	12	5,832,394
*Minneapolis	13	13	4,462,950
*Cincinnati	14	14	3,709,955
*Atlanta	15	16	3,604,290
*New Orleans	16	15	3,169,574
*Richmond	17	17	2,839,366
*Buffalo	18	18	2,781,546
DALLAS	19	19	2,556,830
*Seattle	20	20	2,205,404
*Omaha	21	21	2,188,210
*Milwaukee	22	22	2,062,452
*Portland, Ore.	23	23	2,015,149
Houston	24	26	1,765,968
*Louisville	25	25	1,743,589
*Denver	26	24	1,732,799
Jacksonville	27	36	1,446,159
Oklahoma City	28	28	1,443,876
*Birmingham	29	27	1,372,382
*Washington	30	29	1,353,278
*Memphis	31	30	1,282,819
Nashville	32	31	1,185,901

*Newark	33	33	1,129,084
*Oakland	34	34	1,063,289
Savannah	35	35	1,049,000
Salt Lake City	36	37	905,044
*Indianapolis	37	32	904,278
*Columbus	38	38	802,748
Little Rock	39	40	738,856
*Providence	40	42	717,577
*Rochester	41	43	667,920
Fort Worth	42	41	652,153
*St. Paul	43	39	621,467
Spokane	44	44	612,905
Des Moines	45	45	572,052

* Indicates a larger population.

The following table shows the business done per capita in each of the cities shown. It was obtained by cities shown.

BANK CLEARINGS PER CAPITA

(For cities having \$1,500,000,000 and over in 1925.)	
New York	\$50,455.72
Boston	30,063.73
Kansas City	21,690.15
San Francisco	18,645.31
Atlanta	17,965.12
Richmond	16,539.96
DALLAS	16,083.11
Philadelphia	15,949.80
Pittsburgh	15,057.26
Los Angeles	13,785.10
Chicago	13,099.73
Houston	12,789.83
Minneapolis	11,726.64
Omaha	11,420.66
St. Louis	9,867.52
Cincinnati	9,246.06
Detroit	8,483.91
New Orleans	8,185.48
Baltimore	7,947.92
Portland	7,801.95
Cleveland	7,525.60
Louisville	7,422.97
Seattle	7,009.03
Denver	6,759.00
Buffalo	5,488.72
Milwaukee	4,511.57

Come Join the Merry Crowd

DALLAS will entertain a considerably larger number of conventions during 1926 than the record number of 252 in 1925, if the gait set for the first six months of this year is maintained. There have been held, or are so far scheduled to be held, during the first six months of 1926, a total of 160 conventions. About a dozen of the 1926 conventions are national in scope. April will be the heaviest convention month in the history of Dallas, with some 40 gatherings. The American Medical Association, April 19-23, considered one of the world's most important conventions, is the largest. It will draw between 6,000 and 8,000, according to reservations now in hand, and will severely tax the convention facilities of the city. For delegates at this convention, as well as for every other convention, the Chamber of Commerce bespeaks every possible courtesy, so that the reputation Dallas has for hospitality will be enhanced.

An important national convention recently held was that of the American Association of Petroleum Geologists, and among others for April is that of the Associated Traffic Clubs of America. The Certified Milk Producers of America, the Jewish Consumptives' Relief Society, the Medical Women's National Association, the Medical and Surgical Sections of the American Railway Association, the American Radium Society and the

Texas Construction Costs Low

CONSTRUCTION costs in Texas were three per cent lower in 1925 than in 1924. Frame construction showed the greatest reduction; costs in 1925 being six per cent below those of the previous year.

J. E. Hutchinson, of the firm of Hutchinson & Smith, has worked out the following interesting statistics on construction costs based on figures supplied by the American Appraisal Company:

COST OF BUILDING CONSTRUCTION Costs in 1913: 100		1925	1924
Frame—			
All Other States	202	204	
Texas	197	203	
Brick-Wood Frame—			
All Other States	200	230	
Texas	195	199	
Brick-Steel Frame—			
All Other States	201	208	
Texas	186	187	
Reinforced Concrete—			
All Other States	203	205	
Texas	185	186	
All Four Types of Construction—			
All Other States	204	208	
Texas	191	194	

Costs in February were somewhat higher than the general average for the preceding year. The detailed statistics follows:

February, 1926	All Other States	Texas
Frame Construction	205	201
Brick-Wood Frame Construction	214	199
Brick-Steel Frame Construction	201	186
Reinforced Concrete Construction	205	187
Average—All Types of Construction	206	193

American Society of Clinical Pathologists are other national conventions here during April. The National Pan-Hellenic Congress was held in January and the American Institute of Banking will bring about 1,500 delegates from over the Nation for five days during July.

Among other important conventions to be held here during the next few months are: Texas Retail Dry Goods Association, Texas Association of Sheet Metal Contractors, Second District Texas Federation of Women's Clubs, Texas Association of the Baking Industry, Texas-Louisiana Retail

Jewelers, State Federation of Music Clubs, Texas State Elks, Motion Picture Theater Owners of Texas, Retail Merchants Association of Texas, United Commercial Travelers, Texas Postmasters Association, Texas Postmasters League, Texas Music Merchants Association, Southwestern Brunswick Dealers, Texas Abstractors Association, State Chiropractic Society, Texas Municipal Golf Association, Texas Retail Coal Dealers, Texas Pharmaceutical Association, State Christian Missionary Conference, Texas Council of Jewish Women, State Association of Christian Churches.

Planning for Summer Business?

THE chart below shows individual bank deposits of principal cities in Texas, for the fiscal year ending June, 1925, in millions of dollars. It is an excellent barometer of business conditions. Study it. Draw a circle around those months that fall below the average at the right. Take your own monthly business for the same period and make a comparison.

Principal Cities in Texas	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Avg.
Dallas	164	129	172	256	207	268	211	198	215	212	166	167	197
Houston	117	99	139	181	145	170	133	139	148	143	111	112	136
Fort Worth	73	56	68	103	80	93	82	70	70	79	62	60	75
San Antonio	34	32	34	43	38	39	35	36	34	41	37	43	37
Galveston	27	38	49	76	65	68	51	46	44	44	32	30	48
El Paso	38	27	27	38	32	41	31	29	34	35	28	28	32
Waco	15	18	22	30	21	26	23	18	19	18	14	18	19
Average	67	56	73	104	84	101	81	77	81	82	64	65	78

*Peak months are in heavy type.

Are you one of those business executives who still feels that summer is a period in which to "let up", who is satisfied to relax and accept, as a matter of course, a shrinkage or loss of business and profits during the summer months; or, are you one of those wide-awake executives who has studied business conditions and accepted modern methods for raising your sum-

mer business up to your yearly average?

While competitors are thinking that a summer slump is a necessary evil, are letting up in their advertising, and are failing to back up their salesmen with effective sales literature, the wide-awake executive is driving home his sales messages and securing the cream of summer business.

Don't let the summer "let up" cut your summer profits—Begin NOW to plan your summer advertising and sales campaign—Let us help you plan and work out a Direct Mail Advertising Campaign that will raise the summer average.

Commercial Printing & Letter Service Co.

Premier Mail Advertising Service of the Southwest

918 Santa Fe Building

X-8168 X-8169 X-3393

When Lignite Moves

(Continued from page 11)

Trinidad plant, carrying 60,000 volts, connects with the central transmission system of the Texas Power & Light Company near Athens, to serve Central and South Texas towns.

Where Lignite and Water Mix

WHILE it would have been advantageous to have the power plant located in the midst of the lignite fields, it was found that sufficient water for a large power plant was not available. It is estimated that for every ton of lignite the plant consumes, approximately 600 tons of water will be necessary for the boilers and condensers. The amount of water that will be used can be realized when it is known that the plant will use 600 tons of lignite a day when it opens, and later will require 2,000 tons a day.

days for water from the lake to make the entire circuit through the power plant and back into the lake.

One shore of the lake has been set aside for a model residential district for employees at the power plant. Several of these homes have already been erected, and have all city conveniences. Two large barracks constructed for the working crews, will later be turned into a community center for the employees. All these homes will be supplied with electricity and many will have all electrical conveniences. Streets have been paved and landscaping of the plant site and surrounding property has been completed. A portion of the land near the power plant has been reserved for industries which might be attracted to the location because of the abundance of power.

Increasing interest in the development of the power plant and the lig-



FAIRCHILD AERIAL SURVEY, INC DALLAS, TEXAS

Copyright: Fairchild Aerial Surveys, Inc.

Lignite strip mines near Malakoff, Henderson County, where freshly mined lignite is loaded on cars for the 8 mile journey to the Trinidad Generating Station. The mammoth electric shovel can be seen in the end of the pit. This is one of the largest electric shovels in the world. It takes 30 tons at a bite.

To supply the water for the plant, a large lake has been formed near the plant by throwing a levee across a natural declivity in the land. This lake has been filled with water that was pumped from the Trinity River, and will form a reserve for the plant in case the water in the river runs low. A long canal from the lake to the power plant has been dug to serve as an inlet to the power plant, while the outlet channel is through a circuitous slough that circles most of the lake. The heated water that leaves the power plant has plenty of time to cool by natural means before it is ready for use again. It is estimated that it will require thirty

nite field has been shown by prominent business and professional men of East Texas. Several delegations from chambers of commerce and other organizations have visited the plant within the last several months to gain a first-hand knowledge of the activity which is destined to transform a low-grade fuel into a form of energy that can be used to turn Texas raw products into manufactured articles for nation-wide consumption.

—0—

Red ochre of such good quality is produced in Texas that some of it goes to Paris for manufacture of the best quality of lip sticks.

\$10,000 If You Are O. K.

You can secure that "needed" extra insurance without inconvenience.

We waive the physical examination and issue you a \$10,000.00 policy if you say—"I am O. K."

Call today—we won't bore you with high pressure sales tactics.



A. C. Prendergast & Co.

A Departmentized Insurance Agency
REPRESENTING
The Travelers Insurance Co.
REPUBLIC BANK BUILDING

Let Natural Gas Solve Your Fuel Problems



Lone Star Gas Co.

SOUTH'S LARGEST
WHOLESALE OF
NATURAL GAS

Call Pool

When you are in a "Jam" and need assistance in solving your Multigraphing Problems — Call Pool.

More executives are daily using the two words that spell the elimination of worry and trouble.

In our organization, we have the equipment, personnel and the desire to serve our customers in an acceptable manner.

We are not attempting to pat our own back—just merely stating actual facts.

•••••

Pool
Multigraphing
Company

823 Santa Fe Bldg.

X-7057



IX months' business in three sums up the export trade of the Dallas District for the first quarter of 1926. The Mexican business of this section has increased 99% as compared with 1925, and is 68% greater than in the corresponding period of 1924.

Shipments to Mexico for January, February and March were valued at \$966,695.00 and the first week in April saw the exports pass the million dollar mark. This tremendous increase, if only superficially examined, would lead to the assumption that this section was fast becoming more interested in Mexico. While this is true to a degree, as shown by a large number of new firms who have entered the field, the main reason for the increase can be laid at the door of poor crops in Mexico.

Foodstuffs account for 74% of this year's exports, wheat leading the field with a total value of \$399,147—almost a third of the value of the annual shipments of wheat from the entire United States to Mexico.

Last year only one State in Mexico had a normal and satisfactory agricultural production. That was Jalisco. The principal reasons for the crop failures were locusts—and unusual drought followed by too much rain. Floods and heavy winds damaged the

food crops and Mexico, whose normal production is only sufficient for the needs of its own people, was forced to buy in other countries.

The average annual production of wheat in Mexico from 1920-24 was 321,666 metric tons and the estimated production for 1925 fell to 280,890. Corn was even more seriously affected, the 1925 production falling 37% below the average for the preceding four years.

North Texas helped supply this deficiency, shipping, during the last three months, almost six hundred thousand dollars' worth of wheat, corn and flour.

Lard and eggs are the principal animal products shipped by the United States to Mexico, and North Texas shows a healthy increase of 18% and 236%, respectively, in these lines. The only other foodstuffs shipped in considerable quantities are wheat flour, wheat grain and corn. Flour is naturally influenced to a great extent by the factors which control Mexico's need for wheat, although this section is a consistent exporter of the better grades of flour.

Jobbing, which made up 13% of the exports for the first quarter, amounted to \$129,938. The principal items were automotive accessories, dry goods, electrical supplies, and machinery. The last two showed slight gains as compared with 1925,

FREIGHT AND EXPRESS SHIPMENTS TO MEXICO

—First Quarter—

	1926	1925	1924
Automotive Products	\$ 18,472	\$ 25,647	\$ 21,688
Awings, Tents and Bagging	19,152	24,439	20,553
Cottonseed Oils	51,627
Dry Goods	50,582	88,662	26,296
Electrical Supplies	32,389	22,135	26,155
Eggs	25,800	7,675	33,250
Flour	82,805	27,123	138,364
Lard	106,231	89,681	32,065
Machinery	30,760	29,619	35,637
Soap Stock	83,776	29,660
Tallow	17,641	33,943	59,893
Wheat	399,147	22,288	97,064
Wooden Products	2,215	1,829	4,526
All other *	181,496	24,935	39,680
TOTALS	\$966,695	\$483,379	\$572,741

*MISCELLANEOUS SHIPMENTS

First Quarter, 1926 First Quarter, 1925

	First Quarter, 1926	First Quarter, 1925
Bottlers' Supplies	\$ 555	\$ 722
Corn	76,152
Chemicals	628	6,314
Cones	633
Cotton Waste	126
Fencing	275
Food Products	10,873	82
Household Furnishings	6,219	5,663
Glass	745	521
Leather Goods	24	198
Live Stock	11,670
Miscellaneous	741	2,761
Nursery Stock	23,604	1,851
Paper Products	8,736	3,863
Potatoes	7,878
Poultry, Live	395	674
Petroleum Products	16,820
Rye	4,455
Sporting Goods	722	143
Stock Feed	982
Seeds	13,365	274
Sheet Metal	139	606
Rubber Products	687	243
Office Supplies	71	1,020
TOTALS	\$181,496	\$24,935

but the first two lost some ground. Manufacturing—that is, goods manufactured in North Texas—supplied 26% of the goods shipped to Mexico, but the total value, \$255,132, was below that of the previous year. Raw materials were responsible for 55% and miscellaneous shipments made up the balance of 6%.

Indications point to a steady increase in the Mexican trade of this section. Hardly a day passes but some firm, new in the export field, calls at the Consulate for information and advice regarding the Mexican market. The cotton growers in the Laguna district are now coming to Dallas for their cotton seed, while Sherman disposed of more than twenty thousand dollars' worth of nursery stock.

The table on page 18 gives a detailed account of the steady march of the export business of the Dallas district.

Don't Wait for George

(Continued from page 18)

most of the labor was untrained and many of the new employees were just out of school, but that the interest and intelligence shown was remarkable. After two months of training they were doing work which would have required a year's training in most New England mills.

The last sentence contains the real essence of the labor situation in Dallas. One of our own Dallas mill men, in speaking about the advantages of Dallas, states:

"Twenty years ago cotton manufacturing in Texas was in its infancy. It was generally thought that the geographical location was against Texas as a manufacturing section. Furthermore, the local operatives were not properly trained and skilled. Texas did not realize what an asset there was in the fact that the best staple cotton, of hard, tough fiber, was raised right at her doors. Neither had the wonderful developments of the oil and gas resources progressed to the point where the importance of these very valuable articles of fuel was fully realized."

"After twenty years of steady growth, Texas is just now beginning to realize what these assets really mean in the development of the cotton manufacturing industry. We have now ample native labor that is as well trained and skilled as can be found in the Piedmont section of the Southeast or in the New England section of the North. They are happy and contented with wages in keeping with other skilled labor."

Here is given the opinion of a Dallas mill operator concerning the labor supply in Dallas for the manning of cotton mills. He speaks with positive knowledge as he employs hundreds of workers in his mill.

Transportation Plus

THE third important item in cotton manufacturing is a factor which is vital in any type of industry—ample transportation facilities. Dallas, the fifth largest dry goods market in the United States, owes a large share of its rise to the unusually efficient transportation service rendered by the many railroads which converge here. Main trunk line railroads radiate from Dallas to all points of the compass, placing the city in direct touch with other important centers without the exasperating delays prevalent in cities not so favorably located as is Dallas. The high

class and dependable passenger and freight service from Dallas, necessitated by the rise of this city as a jobbing and distribution point, places at the disposal of the manufacturer transportation facilities which will do much to insure the success of his plant.

A catalogue of the details of this transportation service, such as the number of package cars, passenger trains, etc., would be but needless repetition of information which has been repeatedly placed before the readers of "Dallas." The important thing to bear in mind is that Dallas enjoys transportation facilities which

are of decided value in the successful operation of cotton mills.

The fourth asset of marked value which Dallas has to offer the cotton mill is its strategic location with respect to markets for the finished products. Situated in almost the exact geographical center of the Southwestern Territory, and with direct rail lines to all parts of the Nation, the location of Dallas is such that it is also near the center of the greatest population concentration of the State. In Northeast Texas may be found over sixty per cent of the population of the State and, if a line be carried forward to include sections of Louis-

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Figures that Reflect Dominance in the Field of Workmen's Compensation Insurance

A Twelve Year Record Summarized To December 31, 1925

Premiums collected	\$15,111,809.13
Losses paid	8,883,503.98
Operating expense	2,008,689.18
Dividends paid policyholders	2,973,190.42
Surplus, including a contingent reserve fund of \$100,000.00.....	705,283.83

Texas Employers Insurance Association
W. B. Head, President Homer R. Mitchell, V. P. & Gen'l Mgr.
Interurban Bldg.—Dallas

iana, Arkansas and Oklahoma, it will be found that Dallas is so located that shipments from this city will reach the various State centers of population in a lesser time than from any other large competing city.

Catching the Consumer

THE value of this location can hardly be overestimated by the cotton manufacturer. It means that the cities in the Southwest in which may be found clothing manufacturers and other consumers of cotton goods can be reached economically and expeditiously from Dallas. This condition is the same whether the mill sells direct or through a selling agent. It means that, through its rail connections to the ports, Dallas is equally well situated to ship by water to distant American markets and to foreign countries. Dallas is one of the most important cities in the South with respect to Mexican trade and the cotton manufacturer located here is in a position to take advantage of this fact in selling his products in Mexico.

With especial reference to Mexico it should be noted that there are a large number of cotton mills in that country producing cloth for home consumption. The cheaper types of cotton goods meet with strong local competition in Mexico, but there is a good market for the better qualities of cotton goods and Mexico imports large quantities annually.

In Dallas the manufacturing facilities, such as suitable factory sites, low power costs, unburdensome taxation, available capital and other factors are also favorable, and these alone are strong inducements for the location of cotton mills in this city. Of course, it is impossible to predict with accuracy what the future developments of cotton manufacturing in Dallas will be, but with all conditions surrounding the successful operation of cotton mills so favorable, it seems certain that the city will witness a big step forward in the industry shortly. That greater development has not already occurred has been due to a number of reasons which have previously been mentioned. Now that the conditions have altered so greatly a change for the better, it would appear that manufacturers will quickly take advantage of them.

Texas Capital For Texas Mills

MOST of the Texas development in the cotton manufacturing industry has been done with the aid of Texas capital and this should be a source of pride to all Texans. Finding that "George" was not inclined to invest his capital in Texas, the people have turned to and built their own cotton mills and it should be noted that these mills have met with almost universal success. Whether mills in other parts of the country will continue to hesitate to locate in Texas is not apparent at the present time, but it is safe to assume that unless Texas people have sufficient confidence in their State to establish cotton mills

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it is hardly to be expected that "George" will come in and develop the industry for them. Of course, foreign capital and experience is welcome in Texas, and in Dallas, but it should be augmented with Texas capital if the best results are to be secured and the most promising developments made. Certainly, if foreign capital can make a success in the cotton manufacturing field in Texas, our own capital can do likewise and retain part of the profits for the people of Texas.

But, regardless of whether future mills are established by the Georges of the North and East or by our own efforts, Dallas, offering great opportunities as a cotton manufacturing center, is sure to see a development of vast importance in this industry.

—o—

Southern Properties Locate in Dallas

THE Southern Properties Company, with three ice plants in Dallas, and additional plants at Houston, Palestine, Alton, Dublin, Gatesville and McGregor, have located their general offices in the Wilson Building in Dallas. The Southern Properties Company manufactures an electrified and purified ice under exclusive processes which they have protected by patent and copyright.

The plans of the company are to establish ice plants in all of the important cities of the Southwest and arrangements are now under way, it is understood, to erect a plant in Wichita Falls. The company maintains its own erection crew which puts up its buildings in the various cities chosen as manufacturing points.

The officers of this new Dallas company are D. M. Faulkner, President; R. J. Irdine, Vice President and General Manager; Wm. Ginnuth, Second Vice President, and R. T. Faulkner, Secretary and Treasurer.

—o—

A Fireproof Home

THERE is now under construction in Highland Park West what appears to be a typical brick-veneered, plastered cottage home. To look at it, nothing out of the ordinary would be noticed, but under the plaster and behind the brick the frame is of pressed steel, instead of the usual wood frame. The sheathing is formed with heavy ribbed metal lath, plastered on both sides. The floor and roof slabs are laid on pressed steel joists and rafters. The material used is "nailcrete," a form of concrete which, it is claimed, will hold nails better than pine. Oak finish floors and slate shingles are nailed direct to the slab. R. C. Marshall, who is building this new type home, claims that the cost is no more than for the usual type of construction and that it not only reduces fire hazards, but increases the strength and permanency of the house.

—o—

David O. Johnson has been made sales manager of the Sam R. Weems Insurance Agency.

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Mr. Jones Knows

As official architect for the State of New York, Mr. Sullivan W. Jones has made an extensive study of construction methods and practice. His experience is well expressed in his own words:

"Good building construction results from the employment of competent contractors and fair prices paid. Unless the price is fair either the building suffers, or, if the inspection is rigid, the contractor is forced into financial difficulty. Good building is economical in the long run and may be obtained only by using competent contractors working at fair prices. Unfit contractors and too low prices make for waste."



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The March in Figures



UE to continued improvement in the district's basic industries, the demand for merchandise is showing a better response to seasonal influences. The February volume of business at wholesale was well in line with that for January and in some lines it was greater than a year ago." —From the April 1 issue of the Federal Reserve Bulletin. Bank debits in the 16 principal cities of the district showed a decrease in February as compared with the preceding month. There was a decline of 43% in the number of insolvencies in February and 54% in the indebtedness of defaulting firms. The agricultural outlook continues favorable. February building in Texas was 23% greater than in the same month in 1925. Holland's Southwestern Report is enthusiastic about livestock prospects.

March business in Dallas was practically the same as a year ago. Real estate transfers for the year to date showed a gain of 1.2% while bank clearings and debits were a fraction of a per cent lower than last year. Postal receipts showed the strongest gain, increasing 25.1% for the year to date.

REAL ESTATE TRANSFERS—DALLAS COUNTY		BANK CLEARINGS		DEBITS TO INDIVIDUAL ACCTS.	
		1925	1926	1925	1926
January	\$ 7,132,127	\$ 7,288,594	\$ 226,468,030	\$ 240,644,209	\$ 236,899,000
February	6,520,472	6,265,481	203,232,270	200,337,789	207,691,000
March	7,447,307	7,806,397	216,097,443	215,684,325	219,568,000
Sub-Totals	\$21,099,906	\$21,360,472	\$645,797,743	\$645,384,625	\$660,139,000
					\$656,406,000

April	7,096,458	181,438,574	184,462,004
May	8,992,467	166,792,239	175,781,000
June	9,197,746	177,510,487	184,294,000
July	6,540,717	184,530,172	184,649,000
August	7,791,921	178,289,499	168,769,000
September	6,111,213	241,091,583	211,992,000
October	6,865,171	283,792,035	265,837,000
November	6,835,639	246,879,294	235,196,000
December	8,204,331	250,708,344	255,395,000
Totals	\$88,725,569	\$2,556,829,920	\$2,526,614,000

POSTAL RECEIPTS		BUILDING PERMITS		WATER METERS	
		1925	1926	1925	1926
January	\$ 285,188.15	\$ 306,328.98	\$ 2,903,070	\$ 1,265,509	46,823 51,762
February	272,484.56	303,478.65	2,147,552	1,937,580	47,175 62,128
March	281,863.02	326,430.53	2,058,841	2,122,435	47,675 52,522
Sub-Totals	\$839,630.73	\$936,238.16	\$7,109,463	\$5,325,524	48,210
					48,666
April	263,172.89	3,343,282	8,804,113	49,010 49,654	50,152
May	246,524.66	1,649,972	1,990,346	50,538 50,840	51,380
June	263,380.62	1,496,753	2,611,204	51,211 51,642	51,211
July	244,423.75	2,289,490	1,827,107	52,307,828	52,307,828
August	256,293.17	1,827,107	2,397,558		
September	297,460.59	2,397,558	6,470,000		
October	358,488.08				
November	328,721.58				
December	382,214.58				
Total	\$8,455,165.70				

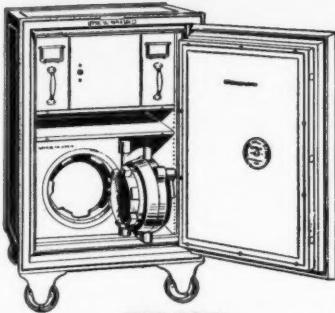
Greater Dallas \$34,849,568

GAS METERS		ELECTRIC LIGHT CONNECTIONS		TELEPHONE CONNECTIONS	
		1925	1926	1925	1926
January	51,380	57,550	50,007	55,256	54,190 60,982
February	51,847	57,982	50,400	55,573	54,766 61,430
March	52,107	58,355	50,748	55,786	55,196 62,023
April	52,364		51,161		55,725
May	52,630		51,618		56,413
June	53,005		51,882		56,518
July	53,416		52,168		56,661
August	53,855		52,619		57,189
September	54,475		53,463		57,532
October	55,482		54,242		59,601
November	56,311		54,646		60,048
December	57,107		55,007		60,565

We are indebted for the statistics shown on this page to: Dallas Clearing House Assn.; Federal Reserve Bank; Commercial Record; Post Office; Building Inspector; Dallas Power & Light Co.; Water Department; Dallas Gas Co.; Dallas Telephone Co.



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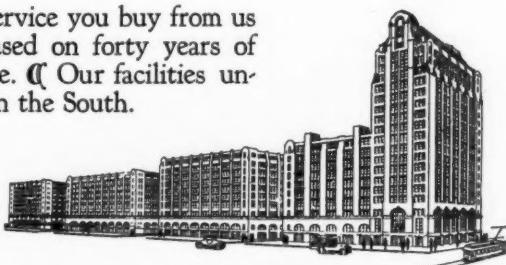
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Stationers Meet in Dallas



W. NEILL STEWART
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THE Stationers and Office Outfitters of Texas met in Dallas on April 8 under the auspices of the National Association. The meeting was directed by W. Neill Stewart of the Stewart Office Supply Company, Governor of the Regional District No. 8 of the Association.

The morning session heard Charles P. Garvin of Boston, first vice president of the National Association, speak on the activities of the organization, and Fred P. Seymour of Chicago on "Business Building." The afternoon session was devoted to several prominent speakers. Joseph F. Leopold, manager of the Southern Central Division of the Chamber of Commerce of the United States, spoke on the "Value of Co-operative Effort;" H. H. Orem, secretary-manager of the Houston Typothetae, spoke on the subject, "Knowing Your Costs." Round table discussions were had on the following subjects:

"How I Build Salesmen for Aggressive Selling"—Mr. P. T. Pearce, The Cargill Company, leader.

"Advertising—How To Make It Pay"—E. C. Wilson, Wilson Stationery & Printing Co., leader.

"Stock and Purchase Records"—W. Neill Stewart, Stewart Office Supply Co., leader.

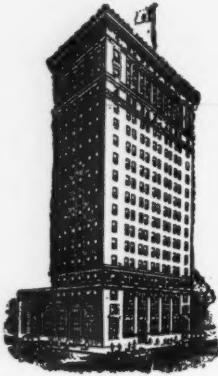
"Location and Equipment of Store."

"The Building of Store Organization."

"What Are The Obstacles in The Way of Good Trade Conditions, and How Are They to Be Removed?"

A banquet was given at the Baker by the Dallas Stationers' Club, of which L. E. Askew is president. The principal address was delivered by Joseph F. Leopold on the subject, "The Other Fellow's Viewpoint."

The National Association of Stationers, Office Outfitters and Manufacturers, under whose direction the Conference was held, was organized in Chicago in 1904 by a small group of stationers from various parts of the United States.



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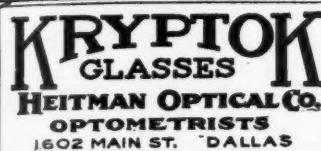
Lumber



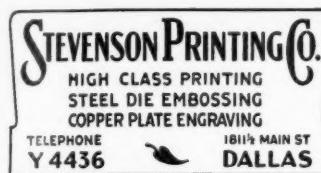
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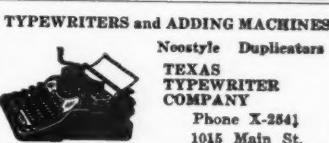
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Announces the Arrival of Early Spring Suiting

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C. B. ZUBER

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Wholesale Collections

Established 1918

408 Santa Fe Building

AMERICAN ELEVATORS

SOLD BY J. PEYTON HUNTER

617 WILSON BLDG
DALLAS

BUILT BY AMERICAN ELEVATOR & MACHINE CO., LOUISVILLE KY

Dope from the Diary of a Dallasite

Dr. H. G. Malitz has been elected president of the Baylor University Dental Association; Dr. Horace Beauchum, vice president, and Dr. C. O. Sanders, secretary.

* * *

J. M. Davis of New York, president of the Delaware, Lackawana and Western Railroad, was a visitor in Dallas last month.

* * *

John W. Carpenter, vice president and general manager of the Texas Power and Light Company, has been named chairman of a special "Adver-

tising Texas" committee, which expects to raise a \$500,000 fund for national advertising.

* * *

R. C. Richardson, of Oak Cliff Lodge, Dallas, has been elected grand warden of Texas Odd Fellows in the grand lodge session held at Austin on March 15th.

* * *

R. G. Buford, industrial agent for the Katy, has been promoted to assistant industrial commissioner at Dallas, and S. K. Sojourner, contract clerk, has succeeded Mr. Buford.

* * *

Fred E. Graham, who recently came to Dallas as manager of the local branch of Cluett, Peabody & Company, says that Dallas has a wonderful advantage over other southern cities as a distributing center, and John C. Kerr, of New York, a distinguished member of the New York bar, added another compliment for Dallas when he said it was one of the cleanest appearing cities in the country.

* * *

J. L. Lancaster, president of the Texas and Pacific Railroad, has been re-elected president of the Dallas Union Terminal.

* * *

William Howard Beasley has been elected president of the D. L. Whittle Music Company, succeeding D. L. Whittle, former president and organizer of the firm. Mr. Whittle will give his attention to other business interests but will continue as a director of the firm. H. V. Beasley was chosen as vice president and R. D. Fry as secretary-treasurer.

* * *

Ben C. Richards, Jr., has been elected grand warden of the I. O. O. F. of Texas.

* * *

A building program calling for the erection of five new school buildings from the proceeds of the second half of the \$2,000,000 school bond issue awarded last spring, was adopted at a meeting of the Board of Education held last month.

* * *

Impressive ceremonies marked the dedication of the \$700,000 McFarlin Memorial Auditorium at S. M. U. last month. This splendid structure was the gift of Mr. and Mrs. R. M. McFarlin of San Antonio.

* * *

Plans for a campaign to increase the membership of the Kessler Plan Association to a total of at least 10,000 citizens were outlined at a meeting of the association held on March 24th. C. E. Calder was unanimously elected chairman of the membership committee.

* * *

Col. Clabe W. Merchant, 89, known as "The Father of Abilene," died last month at his home in that city. He was one of the best known pioneers in Texas. Confederate captain, early-day cattleman and town builder, he played a major part in the great drama of the conquest of West Texas.

* * *

Secretary of Agriculture W. M. Jardine was a visitor in Dallas last month.

* * *

Charles J. Jarrett, president of the Dallas Paint, Oil and Varnish Association, headed the delegation of members who attended the 1926 meeting at New Orleans and swung the 1927 convention for Dallas. The convention will bring 500 delegates to the city. It will last three days.

* * *

Show Cases

and
Modern
Store
Fixtures

From Manufacturer Direct to
You—at a saving in price and
freight.

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.
DALLAS, TEXAS

Announcement

We are now in our new quarters in the Southwestern Life Building, occupying suite 204, 205, 206 and 207, facing Main and Akard Streets.

It will be a pleasure to serve you.

SLAUGHTER-MAYFIELD COMPANY

Tailors Since 1886

Formerly in the Deere Building

FRED A. JONES
Consulting and Constructing Engineer

Reports and Appraisals
For Public Utilities, Industries and
Investment Bankers

Interurban Building

Dallas, Texas

Golden Anniversaries Becoming Popular in Dallas

DALLAS has a habit of thinking itself a mighty young city, and yet, during the course of the past month, two Dallas firms reached the venerable age of fifty years, while a third celebrated its 44th anniversary.

The general agency of Dargan & Trezvant was established in Dallas on March 1, 1876, and twelve years later Sam P. Cochran bought out the interest of J. T. Dargan, the firm name being changed to Trezvant & Cochran. In commemoration of their golden anniversary the firm recently published a very interesting booklet, tracing the growth of the company from its beginnings. In 1876 the premiums of the company were \$24,701.48, while in 1925 the premiums had reached the enormous sum of \$2,323,775.00.

Another Dallas insurance firm passed the half-century mark this month. Charles L. Dexter & Company started business in Dallas when the city had a population of 6,000 and the business district ran from Austin to Akard Streets. It is the oldest insurance agency in the city or, for that matter, operating in the State continuously under the same name. The present heads of the firm are George Dexter and Charles Dexter, Jr.

The "baby" of the old-timers is the Will A. Watkin Company, which will have to do business in Dallas for six years more to be able to celebrate its golden anniversary, last month marking the passing of the 44th milestone.

Carr P. Collins of Dallas has announced his plans for the erection of a \$1,000,000 hot 1 at Mineral Wells.

More than 100 North Carolinians, from Asheville, were the guests of Dallas on March 22nd.

J. Oscar Davis, of the Davis Hat Company, announced last month plans for a \$25,000 factory to be devoted exclusively to the manufacture of men's hats. The plant will be in operation about April 15th.

* * *
John F. Henderson has purchased
the photographic studio of Browne &
Browne of Dallas.

The eleventh annual session of the American Association of Petroleum Geologists was held here last month.

Approval of plans for the Own-
by Stadium at Southern Methodist
University was made on March 25th
by the S. M. U. board of trustees.
Contract for the construction of the
west section, seating 14,000 spectators
and to cost about \$100,000, has
been let.

* * *

M. M. MAYFIELD

L U M B E R

Elm and T.&P. Tracks All Phones H-2171



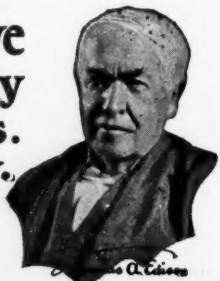
The Dallas postoffice formally occupied the new Young Street Station on Friday, March 12th. Brief addresses were made by John C. Harris, M. J. Norrell, Secretary of Agriculture Jardine, and William H. Atwell. Postmaster Philp presided.

Raymond B. Jones of Dallas has been appointed director of publicity for the Southern district of Publix Theatres, Inc.

George P. Galvin, who for the last five years has been manager of the Dallas plant of the Berger Manufacturing Company, has been appointed general sales manager of the company, and will shortly move to Canton, Ohio, headquarters for the company.

From Coast to Coast we provide service to study your letter problems. Let us help you today.

THE EDIPHONE
2025 Jackson St. Phone X-6976



Ediphone

Edison's New Dictating Machine



The Fourth Horse

A Man farming an eighty acre plot could probably fulfill all of his power needs with one team, or possibly three horses.

But horses are not infallible and during a time of particularly heavy work it is often necessary to change teams in order to save the horses, or to carry on the work if one of the animals gets sick. That is why the farmer with the small farm must maintain at all times at least four horses, although his actual power needs can be met by three.

The fourth horse is his stand-by power.

The electric company also has to maintain a "fourth horse." In order to provide for breakdowns or emergency power demands there must be kept in readiness power generating facilities somewhat in excess of the maximum load.

It is this stand-by power that insures the customer service on demand, and instantaneous service is what makes electricity so valuable in the home and business.

We are maintaining a "fourth horse" so as to be ready to serve you the instant you call, to any extent that you may wish.

Dallas Power & Light Co.

X-9321 Interurban Building



Skilled Employees

LINEMEN, repairmen, operators, accountants—all these and many other skilled men and women are needed in furnishing your telephone service.

Well trained employees and the best of equipment are needed. In addition, a capable management is essential to the kind of service you want and the kind we want to furnish you.

How we handle your calls, how we keep our records and otherwise operate our business will be interesting to you. We shall be glad to explain everything to you if you will pay a visit to our central office.

SOUTHWESTERN BELL TELEPHONE COMPANY





*now!
spring is here*



Highland Park West

1400 ACRES OF PROTECTED PROPERTY

*"Beauty itself doth itself
persuade the eyes of
men without an orator."*

A visit to *Highland Park West*,
in springtime, emphasizes the
truth of the bard's thought.

FLIPPEN-PRATHER REALTY CO ~
OWNERS - DEVELOPERS - AGENTS
4800 PRESTON ROAD

